



Marketing Manager

About Health Warrior

Health Warrior (www.healthwarrior.com) is one of the fastest growing companies in the natural foods industry. Founded by 3 college athletes who wanted to transform the packaged foods industry, it is our mission to inspire better diet and exercise habits. We do this by making superfoods radically convenient and delicious. Our best-selling Chia Bars were the first bar to include chia seeds as the #1 ingredient and our new Pumpkin Seed Bars boast—you guessed it—pumpkin seeds as the #1 ingredient. Our products are now sold in natural food, grocery, and mass retailers nationwide as well as on Amazon.com.

There is no “typical day” at Health Warrior. As a nimble, mission-driven, growing start-up, our team has a “roll up your sleeves” attitude and high level of enthusiasm and commitment.

Summary

The Marketing Manager will be responsible for all content creation and on-screen interactions with existing and prospective Health Warrior consumers. This will be done by managing an in-house creative team to design packaging, create paid social ads, write blog articles, develop best in class organic content across all social channels, and produce all other visual marketing assets as needed (e.g. POS, trade show booths, apparel). It also includes the management of what we consider our external creative team: influencers & the media.

Organization & Location

- Reports to VP of Marketing
- 3 direct reports
- Based at corporate HQ in Richmond, VA

Responsibilities

- Translate marketing objectives and insights into clear creative strategies
- Manage the creative process from concept to completion
- Lead and direct the creative team in the production of all marketing collateral

- Ensure visual communication is consistent and meets brand standards
- Develop creative influencer activations that result in on-brand content that creates buzz and converts to purchase
- Work with PR partners to craft buzz-worthy media campaigns that tie to business objectives and connect with other content
- Oversee deliverables, timelines and budgets
- Meet with upper management to explain campaign strategies and solutions
- Review work, troubleshoot and provide feedback to creative team
- Remain actively involved in hiring and training staff
- Manage and cultivate the career development of staff members

Knowledge, Skills & Abilities

- Motivational leadership style that inspires creative thinking while moving a team toward a common goal while adhering to a schedule
- Strategically-minded (see the big picture, take action and make recommendations with the appropriate context)
- Idea generator & creative problem solver
- Must understand design and smart copy, and recognize fresh approaches to advertising
- Must have strong familiarity with digital media, especially social channels
- Ability to connect consumer insights and business objectives to creative strategies
- Strong project management skills: forward-thinking & proactive
- Strong interpersonal skills and ability to build strong connections and partnerships
- Strong interest in fitness and healthy eating

Education & Experience

- Bachelor's degree required
- Minimum of 5 years of work experience, at least 3 in marketing
- Experience working on an in-house creative team
- In-bound marketing and/or publishing experience a plus
- Experience managing a team of direct reports

Schedule, Travel, & Benefits

- Full-time
- Medical & Dental Insurance, 401K, monthly fitness & phone stipends
- Base salary with bonus and options

Next Steps

Please submit a resume and cover letter that addresses the specifics of why you would like to work for Health Warrior to julia@healthwarrior.com